



anuga.koelnmessenaftha.com

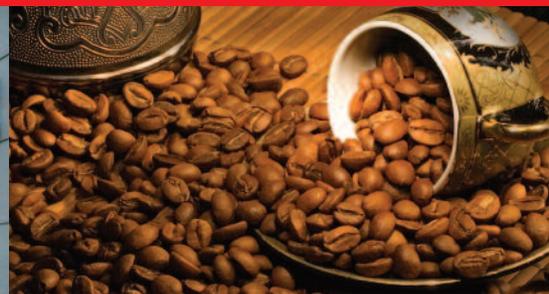
Centerstage for the Global Food & Beverage Industry  
10 specialized trade shows in 1 location



# *USA Pavilions* | **Anuga 2009**

Cologne, Germany | **Koelnmesse** Convention Center | **October 10 - 14, 2009**

**It Pays to Be an Early Bird! - Register before February 2, 2009!**



Officially Endorsed by



Organized by



# ANUGA 2009

## A Vibrant Marketplace for U.S. Manufacturers & Exporters

We believe in the highest degree of customer service making it easy for buyers to find what they are looking for. Unlike any other trade show, Anuga's unique concept of featuring 10 specialized trade show segments in 1 location has been highly successful in matching our exhibitors with their right target audience.

### Anuga's Specialized Trade Segments



Anuga Fine Food



Anuga Drinks



Anuga Chilled Food



Anuga Meat



Anuga Frozen Food



Anuga Dairy



Anuga CateringTec



Anuga Organic



Anuga Bread & Bakery,  
Hot Beverages



Anuga RetailTec



*"The USA Pavilion at ANUGA was a successful platform for its 148 participants, generating an estimated \$9.8 million in on-site sales and over \$89 million in 12-month projected sales."*

*—USDA Tidbits Newsletter, November 2007*

## USA Pavilions at Anuga

Our USDA-endorsed Pavilions offer you high visibility by exhibiting with other U.S. companies while you can highlight your own brands. Your participation in the USA Pavilion is an easy and cost-effective way to maximize your trade show success.

### Exclusive Services & Amenities for USA Pavilion Participants

- Pre-show Planning and Promotion
- Welcome Desk and Pavilion Hospitality
- Lounge with Complimentary Refreshments
- Internet Café, Business Center and Private Meeting Rooms
- Bilingual Pavilion Staff & Multi-Lingual Interpreter Support
- Company Listing in the
  - exclusive USA Pavilion Directory distributed on-site
  - official Anuga Show Catalog: print and online-versions  
NEW: 2 complimentary Listings in the Product Section of the Catalog
  - Anuga Online Service Tools: Route Planner, Schedule Planner and Matchmaking Forum as well as in the Mobile Exhibition Guide
- Dedicated Website to the USA Anuga Pavilions with Online Exhibitor Manual
- Assistance with Hotel Accommodations
- Assistance with Shipping
- USA Pavilion Party

*"The Anuga Fair is the one trade event that guarantees you a return on your investment of time and money. A superb forum for the international trade at large."*

*—Rodney Sebnurr, VP, Int'l Division, Snyder's of Hanover*



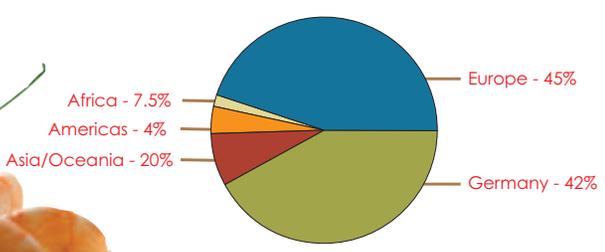
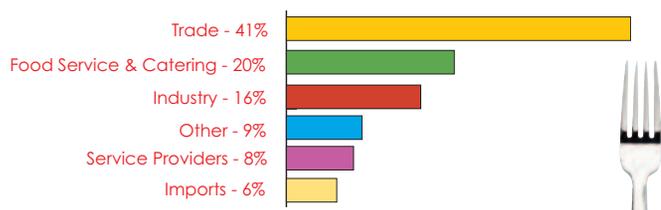


**Centerstage for the Global Food & Beverage Industry • 10 Specialized Trade Shows under 1 Roof**

Every 2 years Anuga in Cologne takes centerstage in the food & beverage industry. It becomes the key industry event for innovations in the food sector and where sellers find access to new distribution channels into international markets.

"There is no better food fair than Anuga" agree 95% of Anuga attendees and 90% of Anuga exhibitors. And with good reason: no other trade show brings together the entire global food industry in a single location, generating new markets, new contacts and new sales for you.

Imagine, more than 163,000 trade attendees from 175 countries and 6,795 exhibitors from 95 countries did business and signed deals during Anuga in 2007.



**Anuga is a Trade Only Event Visited by**

- Agents & Distributors
- Importers & Wholesalers
- Supermarkets & Retailers
- Department Stores
- Hotels & Restaurants
- Food Service Buyers
- Fast Food Chains
- Airlines
- Specialty Stores
- Mail Order Catalogs
- Duty Free Stores

*"Anuga is the world's best venue to "mix & mingle" with key specialty food buyers without leaving your booth! Magic Seasoning Blends has exhibited at Anuga since 1989 and builds the show into its sales & marketing plan without hesitation."*

*— John McBride, VP, Sales, Magic Seasoning Blends*

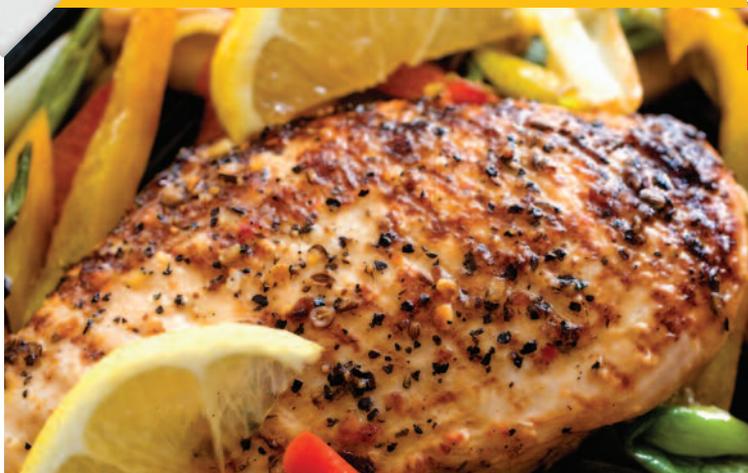
*"Where else could I meet so many qualified international buyers but at Anuga. If you don't exhibit at Anuga your competition will surely be there."*

*— Martin Sokoloff, President, Good Groceries Co.*



At Anuga you will find out what is new, where growth can be expected and where new export markets can be found.

**Don't miss out on this great opportunity!  
Join us at Anuga 2009!**



# Specialized USA Pavilions at Anuga

To match you with your target audience, USA Pavilions are offered in the following segments: Fine Food, Meat, Frozen Food, Organic and Drinks. Special rates are available for Frozen Food, Organic and Drinks.

End-cap (28 sqm or larger) and corner spaces (15 sqm or larger) are available but limited!

Corner/End-Cap Booth: 10% surcharge  
Booth Sharing Fee: \$1,000 (max. 2 companies)  
Media Package Fee: \$575 (mandatory)

## To reserve your space, contact:

Veronica Woods  
Sales & Project Manager  
p 773 326-9922  
e v.woods@koelnmessenafra.com



\*Actual design may vary



## Full Booth 12 sqm (130 sq.ft.)

All Pavilion Services & Amenities plus:

- carpeted booth with back and side hard walls
- fascia with company name
- 4 spotlights and a 220-volt outlet
- 1 table and 3 chairs
- 1 lockable showcase counter plus 1 information counter
- 4 wall shelves, wastebasket and daily cleaning
- free one-way shipping of 100lbs of product samples\*
- 4 exhibitor passes
- 12 one-day complimentary visitor invitations

### Early Registration

BEFORE February 2: \$895 per sqm\*\*  
Standard Price: \$935 per sqm

## Small Booth 9 sqm (100 sq.ft.)

All Pavilion Services & Amenities plus:

- carpeted booth with back and side hard walls
- fascia with company name
- 2 spotlights and a 220-volt outlet
- 1 table and 2 chairs
- 1 lockable information counter
- 2 wall shelves, wastebasket and daily cleaning
- Free one-way shipping of 75 lbs of product samples\*
- 2 exhibitor passes
- 9 one-day complimentary visitor invitations

### Early Registration

BEFORE February 2: \$1,095 per sqm\*\*  
Standard Price: \$1,145 per sqm

## Space-Only Option 50 sqm (540 sq.ft.) minimum

Choose this option if you are interested in designing your own booth, but would like to take advantage of our attractive pavilion amenities. Carpeting and free one-way shipping of 300 lbs\* is included. Number of exhibitor passes and complimentary visitor tickets vary according to space size.

### Early Registration

BEFORE Feb 2: \$525 per sqm  
Standard Price: \$565 per sqm



\* from consolidation point in the U.S.

\*\* All prices are subject to 19% VAT. VAT can be reclaimed!

## USDA's Branded Program Provides Financial Assistance

The USDA's State Regional Trade Groups offer export advice through their Branded Program. Your company may be eligible to take advantage of financial support that helps offset the costs of exhibiting at international trade shows.

By exhibiting in the USA Pavilion, you may be able to receive up to 50% cost reimbursement of your trade show participation including exhibiting fees, international travel costs and freight.

### Food Show Plus! Services

The Food Show Plus! Program provides in-market support such as: pre-show product research for pricing, import regulations, competitive analysis; pre-arranged meetings with potential buyers, and local industry tours.

For more information on how to become a "Branded Company" contact your State Regional Trade Groups' Branded Program Manager:



### Dear Food Industry Executive:

The Office of Agricultural Affairs at the U.S. Embassy in Berlin, Germany invites your company to participate in the USA Pavilion at ANUGA 2009 in Cologne, Germany, October 10 - 14, 2009.

ANUGA will be the key international food and beverage trade show in 2009 worldwide, bringing exhibitors and buyers from

almost all countries in the world together in one place. In 2007, 163,384 buyers from over 174 countries on all five continents visited ANUGA. About 56 percent of the trade visitors were from countries other than Germany. Exhibiting at ANUGA can substitute for several weeks of round-the-world travel to meet with your actual and potential customers.

Of the 163 U.S. exhibitors at the previous ANUGA, 148 companies participated in the USA Pavilion, exhibiting a wide variety of ingredients, processed foods, and beverages. Exhibitors in the USA Pavilion benefit from the general publicity that this large and attractive pavilion receives. Despite the enormous size of the ANUGA trade show (11 halls with about 284,000 sq.m. or approximately 3 million sq.ft.), almost all importers and buyers interested in foreign foods will make it a point to visit the USA Pavilion.

The Chicago office of Koelnmesse, the ANUGA organizers, is offering you a full-service package for exhibiting in the USA Pavilion at ANUGA 2009, designed to maximize the effectiveness of your show participation. Please contact Koelnmesse, Inc. Cologne International Trade Fairs directly to reserve your booth.

Do not miss the opportunity to show your products to buyers from all five continents in only five days! The team of the Agricultural Affairs Office, U.S. Embassy Berlin looks forward to seeing you in Cologne at ANUGA 2009.

Sincerely,

*Bobby Richey, Jr.*

Bobby Richey Jr.  
Counselor for Agricultural Affairs  
U.S. Embassy Berlin, Germany  
Phone: +49 (0)30 8305-1150  
E-mail: AgBerlin@usda.gov



### Food Export Association of the Midwest USA

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### Western US Agricultural Trade Association (WUSATA)

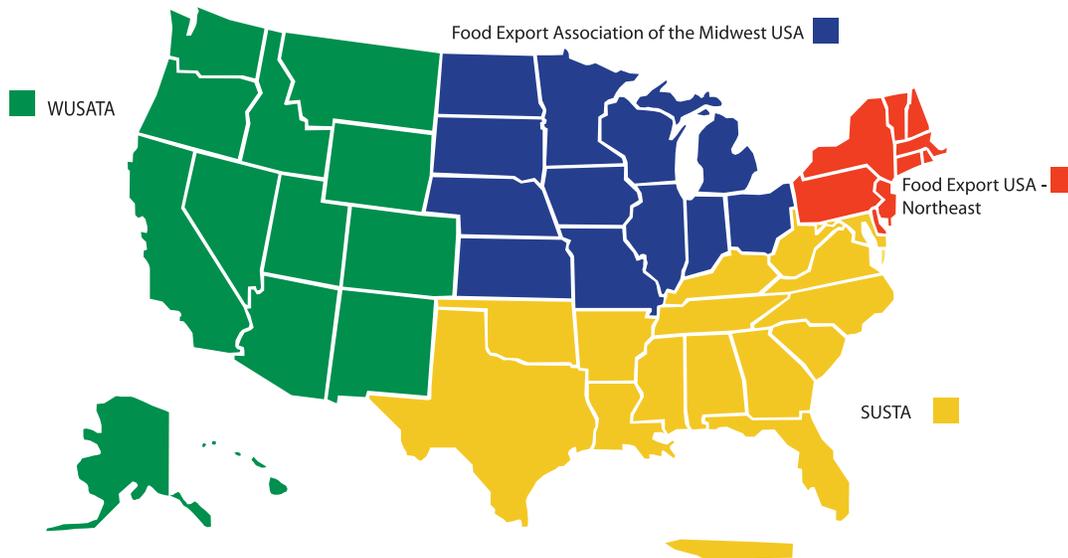
Ann Buczkowski  
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### Food Export USA-Northeast

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### Southern US Trade Association (SUSTA)

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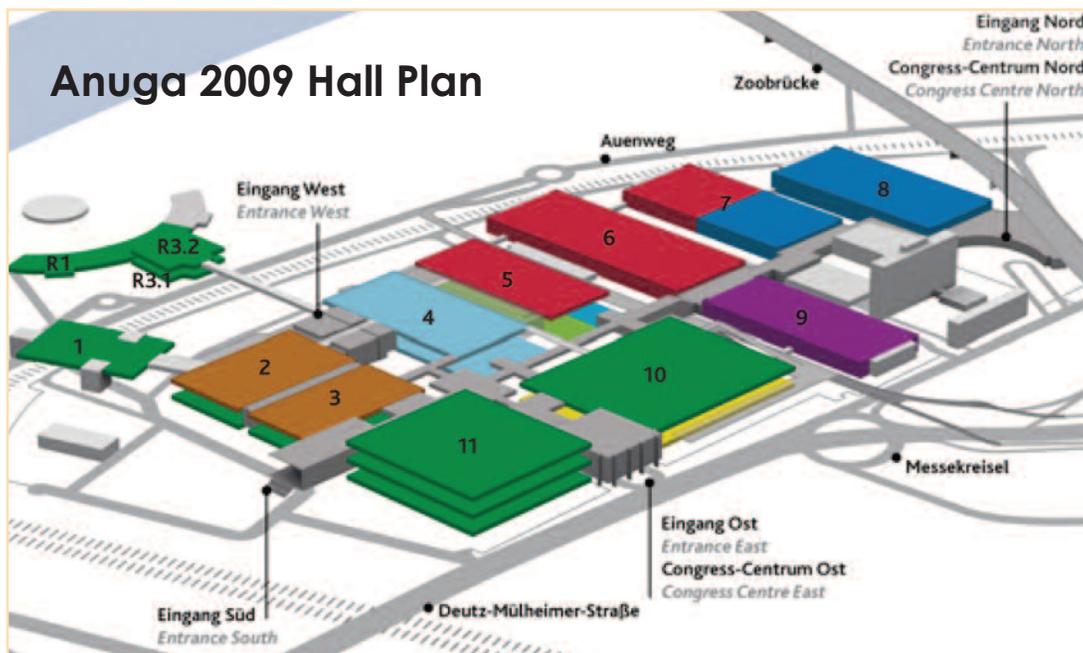


# Koelnmesse's World Food Tour 2008 - 2009



Inspired by Anuga, Koelnmesse produces diverse food, beverage & confectionery trade shows worldwide to provide you with an opportunity to develop or strengthen your sales channels into regional world markets. USA Pavilions are offered for select events, turnkey packages are available for all events. MAP funding is available.

To secure your space or for more information contact: Veronica Woods, p 773 326-9922.



## Anuga's Specialized Trade Segments

- Anuga Fine Food
- Anuga Chilled Food
- Anuga Frozen Food
- Anuga CateringTec
- Anuga Bread & Bakery, Hot Beverages
- Anuga Drinks
- Anuga Meat
- Anuga Dairy
- Anuga Organic
- Anuga RetailTec

Trade segment text colors correspond to Event Hall locations.



Sweets Middle East  
Dubai  
Nov. 3-5, 2008  
Nov. 2-4, 2009



Wine & Gourmet Asia  
Macau  
Nov. 5-7, 2008  
Nov. 4-6, 2009



Annapoorna World of Food India  
Mumbai  
Nov. 13-15, 2008  
Nov. 25-27, 2009



International FoodService India  
Mumbai  
Nov. 13-15, 2008  
Nov. 25-27, 2009



ISM  
Cologne  
Feb. 1-4, 2009



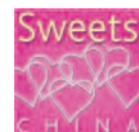
Wine & Gourmet Japan  
Tokyo  
April 22-24, 2009



Thaifex World of Food Asia  
Bangkok  
May 13-17, 2009



World of Food China  
Shanghai  
Sept. 2-4, 2009



Sweets China  
Shanghai  
Sept. 2-4, 2009

## Organizers

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